

## March workshops will explore social media benefits for local business

Businesspeople keen to check out the potential business benefits of Facebook, LinkedIn, and Twitter should consider a series of forthcoming workshops in Galway city.

*'Using social media to promote your business – a beginner's guide'* will be the title of four workshops hosted by training company GPA Solutions, who are based in Terryland Retail Park on the Headford Road.

The workshops will be facilitated by Liam Horan, of Sli Nua Communications and Careers, one of whose specialities is the application of social media for small to medium-sized businesses.

The workshops will take place over four Tuesdays (March 1<sup>st</sup>, 8<sup>th</sup>, 15<sup>th</sup>, and 22<sup>nd</sup>) from 9.30am to 12.30pm each day.

Over the four sessions, Liam will discuss practical ways in which social media platforms like Facebook, LinkedIn and Twitter can be used to boost sales, marketing, and profile.

"Everything we do will be underpinned by the need to know your message before you start broadcasting it – so, in that regard, the workshops will have be very practical for businesses," said Liam, an award-winning broadcaster and journalist.

He will aim to illustrate how social media is not only relevant to local business, but also well within the compass of all businesses to conquer.

A novel element of the workshops will be a 'hands-on' dimension. "Each participant will sit at a PC, or their own laptop, for the duration of the four workshops, which means they can work on their own social media pages throughout. This way, they can see the progress as they go along, and bounce ideas off the entire group," added Liam.

The cost is €200, and places can be reserved by contacting GPA Solutions on 091 562 838, or [info@gpasolutions.com](mailto:info@gpasolutions.com).